

SUBJECT: Direct Analysis

DATE:

Wednesday Meeting

- Business Analysis

- what is direct doing for our business?

ROI / payout
units moved
CPM

YAS vs. all
mailings
1999?
1998

2070142808

- What admes do we purchase?

- Questions: 146,160 non-responders - Paul
names

114,840 responders am

Paul database

Who do we mail?

- why ↓ in new/switched population
↓ 17%

- # of Paul Smokers in Support all UKF vs. Den

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Demcos

Database

CTS

Mailing

Responder

- Right strategy for Owl's versus YAS
Kings + 100's on database median
age is 46 + 53

- 90% of those we mail that are
100's vs. Kings. What share look
at?
What geo?
Look at mailing
profile.

- 2.1mm YAS available for Paul.
Profile of?
Demcos
age.
Ever Mailed

- Retail price lighter for April product
promo in new mkt's for new mkt name gen.

- OW L trial??

- Overall YAS Spending vs. Owl Spending
vs. volume.

- 1998 any age skew?

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1998 Audience

Parliament Vol Reg. #?
Comp + PM Vol Reg. #
New Switched Pub. #

What's Paul Br. Verified?

Any age break segmentation?

1999 Audience

- Was 99 audience DWL's only?

- Under 35 → YAS mailing in supported markets

- 7 35+ DWL mailing in supported markets

7 21+ Non supported MKTS

2000 Strategy

< 35 YAS mailings
> 35 DWL mailings

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1977

Feb

Att- Defensive Planning 21 +
off volum. coop.

June

Defen 21 +
version by geo.

~~Aug/Sept~~

21 YAS / 35+ supported / 21+ non-supported
21-34 + Comp. YAS.
Sept YAS Comp YAS.

Sept OWL 35+ supported / 21+ non-supported

Aug YAS 21-34 + Comp. YAS.

Sept YAS Comp YAS.

December

OWL 35+

YAS 21-34 Paul + Comp.

-Fong Shui-

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